

CLASS SPECIFICATION

SAN DIEGO CITY CIVIL SERVICE COMMISSION

SENIOR PUBLIC INFORMATION OFFICER - 1871

DEFINITION:

Under direction, to develop and plan a complex and sensitive public information and public relations program; and to perform related work.

DISTINGUISHING CHARACTERISTICS:

This class is assigned to departments where a public relations program has critical and sensitive Citywide impact, and the consequence of error is great; while a Public Information Officer performs tasks where the scope of the work is limited, and the basic requirements and demands are minimal such as the actual composition, writing, and editing of copy. On the other hand, a Supervising Public Information Officer has responsibility for developing and implementing the most complex and extremely sensitive programs involving highly controversial issues. The higher-level class regularly supervises a professional staff.

*** EXAMPLES OF DUTIES:**

- Develops, coordinates, and disseminates information to the media and public;
- Plans, coordinates, and produces the more complex audio, visual, and written public information programs;
- Researches, writes, develops, edits, produces, and disseminates reports, newsletters, web pages, brochures, pamphlets, and news releases for traditional and social media;
- Ensures proper, timely, and regular information dissemination to the Mayor, Council, department management, community groups, and business owners regarding any planned or emergency activities or projects;
- Makes informational presentations to business and citizen groups;
- Advises department management on complex public information issues and assists in departmental strategic planning efforts;
- Plans, prepares, and produces television and slide show presentations;
- Schedules, coordinates, and participates in public outreach efforts such as community meetings and targeted educational outreach programs;
- Develops and implements public relations training programs for department personnel;
- Coordinates the participation of other department staff before public audiences;
- Writes, edits, and delivers speeches;
- Acts as a liaison with print, audio, and visual media and community groups;
- Investigates citizen complaints and assists in their resolution;
- May supervise subordinates.

*** EXAMPLES OF DUTIES performed by employees in this class. The list may not include all required duties, nor are all listed tasks necessarily performed by everyone in this class.**

MINIMUM QUALIFICATIONS:

Please note: the minimum qualifications stated below are a guide for determining the education, training, experience, special skills, and/or license which may be required for employment in the class. These are re-evaluated each time the position is opened for recruitment. Please refer to the most recent Job Description for updated minimum qualifications: <https://www.governmentjobs.com/careers/sandiego/classspecs>.

A Bachelor's Degree or equivalent education (i.e., minimum completed units = 120 semester/180 quarter), **AND** three years of full-time professional-level experience in at least one of the following areas: public relations, media relations, journalism, marketing, community relations, or social media. Qualifying professional-level experience must include at least one of the following: planning and coordinating the production and dissemination of public relations or public information programs involving audit, visual, print, or social medial; or writing, editing, and producing public relations or public information materials.